Date	Social media image asset	File name	Sample content (feel free to adapt and insert links to pages hosted on your website, as appropriate)
M 3/30		2_Social Object for 3-30.png	This Friday is #WearBlueDay2020, so show off your blue on social media to make #GreatChildhoods happen! #CAPMonth 👕 👖 🤍 Find more ways to stay connected here: https://preventchildabuse.org/yesyou/
TU 3/31		3_Social Object for 3-31.png	We're spinning our #pinwheelsforprevention this Friday. How about you? Let's make #GreatChildhoods happen on #WearBlueDay2020! 👕 👖 🤍
W 4/1		4_Social Object for 4-1.png	April is Child Abuse Prevention Month—let's kick it off (with blue shoes) all over social media on #WearBlueDay2020 this Friday. 👕 👖 🤍 Find more ways to stay connected here: https://preventchildabuse.org/yesyou/
TH 4/2		(*Wear Blue Day video*) Wear_Blue_Day_video.mp4	Raid your closet for everything blue, because tomorrow is #WearBlueDay2020! 👕 👖 🤍 This year it's extra-important to make #GreatChildhoods happen—can we count on you to go blue, too?
F 4/3		5_Social Object for 4-3.png	Today's the day! Wear your blue 👕 👖 🤍, spin your #pinwheels with pride, and tell everyone on your favorite social channels you're committed to making #GreatChildhoods happen!
M 4/6		(*campaign video*) CAP_Month_campaign_video_regular.mp4	Everyone—yes, even you—can make #GreatChildhoods happen. 👨‍🦰👩‍🦱👧🧒👵🤍 This year it's especially important to stay connected with your community, even virtually. Learn how here: https://preventchildabuse.org/yesyou/
TU 4/7		6_Social Object for 4-7.png	How can people without kids help create #GreatChildhoods? 👨‍🦰👩‍🦱👧🧒👵🤍 By staying connected in their communities and helping parents make the right choices! Learn more ways you can help here: https://preventchildabuse.org/yesyou/

W 4/8	EVERYONE CAN MAKE #GREATCHILDHOODS HAPPEN. ESPECIALLY YOU. ESPECIALLY NOW! YOU!	7_Social Object for 4-8.png	Now more than ever, kids and parents in your community need support—and you can help! 👏🤍😃 Learn how you can make #GreatChildhoods happen here: https://preventchildabuse.org/yesyou/
TH 4/9	EVERYONE	(*short campaign video*) CAP_Month_campaign_video_short.mp4	Everyone (even you) can create the one thing we all need right now … social connection! Here are some tips for physically distancing while staying emotionally and socially connected. 👏🤍 😃
F 4/10	Prevent Child Abuse America created a poll. Yesterday at 9:56 AM · What was the biggest factor that helped you have a #GreatChildhood? Loving, secure parents / A caring community / This poll ends 6 days / Like Comment Share	(*Facebook poll*) What was the biggest factor that helped you have a #GreatChildhood? • Loving, secure parents • A caring community (*Twitter poll*) What was the biggest factor that helped you have a #GreatChildhood? • Loving, secure parents • A caring community • Help from non-profit organizations • Some combination of all three	How do #GreatChildhoods happen? Let us know what you think—and tell us about the people in your community who make kids' lives better!
M 4/13		(*campaign video*) CAP_Month_campaign_video_regular.mp4	According to @CDCgov, relationships with caring adult role models can improve outcomes for kids. In troubled times, you (yes, you) can be that adult! Learn how you can make #GreatChildhoods happen here: https://preventchildabuse.org/yesyou/
TU 4/14	INTROVERTS & EXTROVERTS CAN MAKE #GREATCHILDHOODS HAPPEN	8_Social Object for 4-14.png	You don't have to be a special kind of person to make #GreatChildhoods happen—you just have to be you! 👏🤍 😃 Find ways to get involved (while staying safe) here: https://preventchildabuse.org/yesyou/

W 4/15		9_Social Object for 4-15.png	We're working right here in _____ to help parents and kids create #GreatChildhoods. April is Child Abuse Prevention Month. Get involved today!
TH 4/16		(*short campaign video*) CAP_Month_campaign_video_short.mp4	Have you helped families in your community create #GreatChildhoods? 👩🧒👩‍🦰👶🤲 🤍 Has someone helped you? Share your story!
F 4/17		10_Social Object for 4-17.png	Research: Connecting with kids (even virtually) improves behavioral, social, and emotional outcomes. Learn how to create #GreatChildhoods by getting involved with kids in your community!
M 4/20		(*campaign video*) CAP_Month_campaign_video_regular.mp4	Everyone has a role in creating #GreatChildhoods! 👌🤍 😀 Who's made a real difference with kids in your community? Tag them and tell us all about them!
TU 4/21		(*Facebook poll*) What was the biggest factor that helped you have a #GreatChildhood? • Loving, secure parents • A caring community (*Twitter poll*) What was the biggest factor that helped you have a #GreatChildhood? • Loving, secure parents • A caring community • Help from non-profit organizations • Some combination of all three	How do #GreatChildhoods happen? Let us know what you think—and tell us about the people in your community who make kids' lives better!

W 4/22		11_Social Object for 4-22.png	All kinds of people help families create #GreatChildhoods! 👦👧👨👶🤟🤍 Who helped make your childhood great? Tag them and tell us all about them!
TH 4/23		12_Social Object for 4-23.png	Your voice helps #GreatChildhoods happen! Join our Nationwide Digital Advocacy Day next Tuesday (4/28) to contact Congress about the Child Abuse Prevention and Treatment Act or special COVID-19-related legislation. Learn how here: https://preventchildabuse.org/digital-advocacy-day/
F 4/24		13_Social Object for 4-24.png	Staying connected with parents in your community can help relieve stress so they make the right choices! Learn more ways you can help prevent child abuse and neglect here: https://preventchildabuse.org/yesyou/
M 4/27		(campaign video) CAP_Month_campaign_video_regular.mp4	It's the last week of Child Abuse Prevention Month. #CAPMonth We need everyone to help create #GreatChildhoods—and that includes YOU! See how you can get involved here: https://preventchildabuse.org/yesyou/
TU 4/28		14_Social Object for 4-28.png	Today's the day! Join our Nationwide Digital Advocacy Day to contact Congress about the Child Abuse Prevention and Treatment Act or special COVID-19-related legislation. Learn how here: https://preventchildabuse.org/digital-advocacy-day/
W 4/29		15_Social Object for 4-29.png	It's been a wonderful Child Abuse Prevention Month. Can you help us promote #GreatChildhoods all year long?
TH 4/30		16_Social Object for 4-30.png	No matter who you are, you can help create #GreatChildhoods. 🤟🤍😊 Kids in your community need you! Learn all the ways you can help here:
F 5/1		(campaign video) CAP_Month_campaign_video_regular.mp4	Thank you making this the best Child Abuse Prevention Month ever! #CAPMonth See how people like you can create #GreatChildhoods all year long: https://preventchildabuse.org/